

South Houston Elementary

New Website Development Plan for South Houston Elementary

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1. Executive Summary

The purpose of this project is to develop a new and interactive website for South Houston Elementary. The new website will be user-friendly for district employees, parents, and students. It will increase overall communications between all stakeholders. The new website will be equipped with teacher websites that will include teacher contact information, comment section, classroom calendars, classroom announcements, and a homework assignment section. The website is projected to go live by August 2010.

2. Project Overview

2.1 Project Purpose (**Background**)

The original school website was developed over five years ago. At that time, it was an adequate source of information for teachers, parents, and students. The website is not currently interactive and appears to be outdated. Teachers and parents have reported that the current website is no longer useful for school purposes such as contacting teachers and finding out what is going on in the school. Given that students are now 21st century learners that require adequate technology, a website that is up-to-date is required as well. The school-wide decision making committee decided to design and implement a new, up-to-date, interactive school website that will implement the use of wikis and blogs.

2.2 Project Scope

2.2.1 **Content**

This website will be used for school-related purposes. It is meant to enhance professional communications between all stakeholders in the school.

2.2.2 **Audience**

The website is intended for the use of school employees, parents, and students. Employees would use the website for communications between each other regarding school-related, professional issues. Parents and students would use the site to communicate professionally with teachers.

2.2.3 **Management**

If changes in scope are necessary, the initiator will submit a written request to the project manager stating the suggested changes and an explanation for the changes. The web committee will meet to discuss the possible change in scope and make a decision about whether or not to implement the suggestion.

2.3 Project Objectives

2.3.1 **Business Objectives**

This website is intended to increase communication between school employees, parents, and students using web 2.0 technologies when appropriate. It will provide useful tools to all users.

2.3.2 **Information Technology Objectives**

All stakeholders will implement the use of technology as the primary source for communication and information sharing. Wikis and blogs for instant communication and feedback will be implemented in the new website.

2.3.3 **Project Execution Objectives**

The website will be user-friendly and compatible with all types of devices that have internet connections. The website will be completed by August 2010 and is projected to remain within the allotted budget.

2.4 Assumptions

It is assumed that this website will be used mainly by school stakeholders including employees, parents, and students. It is assumed that all users will have a way to connect to the internet and the knowledge of how to navigate the website. Although unexpected events can occur at any time, it is assumed that the project will be completed on time.

3. Project Approach

3.1 Project Deliverables

1. interactive calendars- this deliverable will allow the parents to remain abreast of classroom activities and teacher availability; must be approved by the campus principal
2. interactive teacher websites- allows teachers to provide current on-the-spot information to teachers and parents through the use of wikis and blogs; would need prior approval from the campus principal
3. school -related forms- parents would be able to download and fill out forms for school-related tasks and/or events; forms would need to be printed and returned to the school.

3.2 Organization, Responsibilities, and Key Stakeholders (**Resources**)

- Project Sponsor- South Houston Elementary
- Project Functional Lead- Jessica Alanis
- Project Technical Lead- Jessica Alanis
- Project Manager- Jessica Alanis
- Key Stakeholders- Jessica Alanis, school principal, community members

3.3 Dependencies

Successful completion of the project is dependent upon the strength of the school's current technological structure.

3.4 Facilities and Resources

The project team will require the use of computers that are connected to the school's network and at least one classroom for the sole use of the team while the website is being constructed.

3.5 Support Activities

Each team member will receive training in school-related websites and activities.

3.6 Risks

3.6.1 Major Event

If a major event occurs during construction of the website, the steering committee will meet immediately to discuss what steps will be taken to continue construction in an efficient manner.

3.7 Project Schedule

- Design templates will be completed by mid June
- Initial construction will begin with user-testing to increase useability by early July
- The website will be in place by early August with test-runs completed to fix glitches and unexpected errors.

- Website set to go live at the end of August.

4. Communication Plan

4.1 Steering Committee and Tollgate Meetings

The steering committee will meet twice a month to discuss and review progress on the project. They will make decisions as required and provide guidance to the project team.

4.2 Project Core Team Meetings

The core team meetings will be held twice a week to discuss progress and setbacks on the project.

4.3 Information Meetings

Information meetings will be held twice a month for any interested stakeholder. School employees, parents, and students are invited to attend the information meetings.

4.4 Review Meetings

Review meeting will be held with IT experts once a week to ensure that the project will be successful upon implementation.

| Components/Task | Dependent Components | Status | Date Start | Data Complete | Owner | Difficulty | Notes |
|-----------------|----------------------|--------|------------|---------------|-------|------------|-------|
|-----------------|----------------------|--------|------------|---------------|-------|------------|-------|

| South Houston Elementary Project Schedule | | | | | | | |
|---|---|------|-------------|--|---------------|--------|--|
| | | | | | | | Use the status to toggle between different states with color coding. |
| Task 1- complete templates | | open | 6-Jun-2010 | | Jennifer | Large | |
| Task 2- review templates with committee | completion of task 1 | open | 9-Jun-2010 | | Rich | Medium | |
| Task 3- begin initial website construction | completion of tasks 1 and 2 | open | 10-Jun-2010 | | Mike | Large | |
| Task 4- committee meeting | none | open | 15-Jun-2010 | | Jessica | Medium | |
| Task 5- initial user-test | completion of the previous tasks | open | 1-Jul-2010 | | Paul | Large | |
| Task 6- committee meeting | none | open | 15-Jul-2010 | | Jessica | Medium | |
| Task 7- completed website, user-test | completion of all of the previous tasks | open | 20-Jul-2010 | | Paul and Mike | Large | |
| Task 8- committee meeting | none | open | 1-Aug-2010 | | Jessica | Medium | |
| Task 9- user-test and complete all work on any errors or glitches in site | completion of all of the previous tasks | open | 10-Aug-2010 | | Paul and Mike | Large | |
| Task 10- launch website | completion of all of the previous tasks | open | 31-Aug-2010 | | Team | Large | |
| | | | | | | | |
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South Houston Elementary Web Policy

4. All Internet use and web page design should adhere to the Pasadena Independent School District Acceptable Use Policy (AUP): <http://www.pasadenaisd.org/pisdaup.htm>

If any information in this web policy is different from the district level AUP, the district AUP will override the school.

- Types of Pages:

- Teacher-created pages:

Teacher-created web sites are instructional in nature. Teacher web sites must contain the school name and banner, the school address, phone and fax numbers. The teachers name and e-mail address should also be provided. The site may also contain a class-specific information such as a class calendar, assignment updates/reminders, and class announcements. No personal teacher information should be included on the teacher-made web site.

- Student-created pages:

Student-created web sites will be for project-based learning purposes. The student pages may contain content-specific information relevant to what is being learned. The students may publish their names on the web page with no other contact information including but not limited to e-mail address and phone number.

- Standards for all pages:

Teachers and students are expected to follow federal, state, and district policy with regards to web publishing including copyright laws. They should not use inappropriate or vulgar texts or images on their sites. School-based websites are not intended for personal use. Personal email, messaging, or information-sharing is not permitted on teacher or student sites. The sites should remain educational and professional at all times.

- Usability Standards:

1. **Each page will contain an index to guide the users to a desired location and will differentiate between links that have and have not been visited using colors.**
2. **Each website will be equipped with a global navigation bar at the top of the page.**
3. **Each page will be fluid and flexible to enhance useability on all types of internet connection devices.**
4. **Each site will be constructed using conventional practices to ensure predictability and therefore easing the use of the site.**
5. **Each site will accommodate a wide range of user abilities and disabilities to promote universal access.**

- Learning Site Suggested Content:

All sites should contain the school name and banner with the school address, phone number, and fax number. Websites may contain class schedule, calendars, homework assignment postings, classroom announcements, and links to other educational websites that will provide further information on instructional content. Links should be kept current. Non-functioning links are to be removed. The teacher must place his/her e-mail and work

phone number on the site along with conference availability. The site should contain information that is beneficial for students and their parents.

- **Content Standards for Administrative and Academic Support Sites:**
All sites should contain the school name and banner with the school address, phone number, and fax number. Active links to all teacher pages should be available as well as links to other helpful, informative, and educationally appropriate websites.
- **School Home Page Guidelines:**
The school home page should have a current picture of the school along with school name, address, and phone number. The principal and assistant principal contact information should be visible on the home page. The home page should contain the mission statement of the school as well as the school's current accountability rating. Links to the district website, district AUP, and teacher-specific sites should be available. A school calendar may be provided on this page if deemed necessary by the campus administrator.
- **Web page guidelines for pages outside main school home page:**
All pages should be educational in nature and should not contain inappropriate texts or images. The sites should benefit the students, parents, or other teachers/staff.
- **Consequences for Violations:**
Employees of the school district found in violation of the Web Policy and/or Acceptable Use Policy will be subject to disciplinary action up to and including termination of employment and legal prosecution, if warranted. Any employee in violation of the Web Policy and/or AUP may file an appeal with the campus principal. The principal will assess the circumstances surrounding the violation and determine whether or not to continue with the disciplinary action. If the employee does not agree with the actions the principal deems appropriate, he/she may file an appeal with the district web coordinator who will perform an investigation into the situation and make a final judgment to continue or dismiss any further disciplinary action.